



Our Specialty Shop for Women

And Some of The Principles on Which It's Wonderful Success Stands.

To be dressed differently yet in correct style; to be fitted expertly; to select apparel from a carefully chosen collection of the best styles; to buy thoroughly reliable wears at moderate prices — these are insistent demands of well-informed women which Our Specialty Shop is timed to meet exactly.

Here you have the choice of the select styles from a splendid range of one or two of a kind models. Here you get fitted as you can nowhere else in town. Here you can rely upon quality. Here you get the promptest service possible. Here satisfaction must accompany every purchase, for it has always been our rule to make right anything wrong in goods or service.

Superbly Tailored Suits, \$35 to \$60.

As an illustration of the pre-eminence of our shop we point to our tailored suits from \$35 to \$60. Exclusive models of rare beauty, in broadcloths, basket-weaves, two-tone chevrons, wide-wale homespun and soleil cloths in exquisite colors.

Also exclusive one-of-a-kind models in tailored suits up to \$150.00.

MEIGS & CO.

INCORPORATED
OUTFITTERS TO MEN WOMEN & CHILDREN
BRIDGEPORT, CONN.

Women's Neckwear
in all the new con-
cepts, in the Waist
Section.

Women's fine Hos-
iery in every style
that is new, Base-
ment Section.

IN THE THEATRES

JACKSON'S

"EIGHT BELLS."

The Brothers Byrne with their ever welcome pantomime, tumbling and acrobatic fun maker "Eight Bells" will be the attraction at Jackson's this evening. Pantomime has a charm peculiarly its own, though nonsense be its chief ingredient. However, artistic nonsense that can delight children also amuses older ones. Because these things are true, though not exactly explainable, "Eight Bells" fulfills its mission as a show in making people laugh and forget their worries. The Brothers Byrne assisted by several other bonhomie gentlemen still the heavy acrobatic work of the performance and they do it well enough to be absurd and funny. The show does not pretend to any depth or elaborate setting and it hasn't any either. Trick contrivances have become necessary adjuncts to the pantomime and a background to the antics of the Brothers Byrne.

DE WOLF HOPPER

No play that De Wolf Hopper has ever appeared in seems to have met with the critical and popular approval as much as his new song comedy "The Matinee Idol" which he will bring to the Jackson's theatre tomorrow evening. Hopper has been appearing for so many years as a comic opera king that it will be interesting to see him in a role which, although closely fitted to his individuality, is entirely different from anything that he has ever done. Everywhere that the new play has been produced it has been agreed that he has found a vehicle for his talent that will last him for years, and as he said in one of his speeches recently, he must find it a relief to be playing a human being, even though that human being is an actor. "The Matinee Idol," the book of which is by Armand & Barnard, and the music by Silvio Hain is really a farce put to music. It has a number of extremely funny situations and strange things for a farce, has been praised for the excellent English of the writing. Among our composers there is no one more tuneful, no one better able to strike the popular lyric note than Hain and in this latest work he is said to have contributed his best endeavors.

"THIS WOMAN AND THIS MAN."

"This Woman and This Man" an emotional drama, centering about the sacrifices of a mother for her child, and dealing with great human emotions, will be seen here at Jackson's next Saturday matinee and evening. Miss Minnie Victorson, whose work in "The Straight Road," "The Squawman," and "Under Southern Skies" has made her favorably known. Everywhere there is a theatrical public. In her new play, which is the work of Avery Hopwood, author of "Clothes," and other brilliant successes, Miss Victorson will portray a modern type of woman, confronted with social isolation, has the courage to conquer almost insuperable difficulties, and finally achieves happiness for herself and her boy, and the regeneration of the man whom she loves. So highly does Miss Victorson esteem her new vehicle, that she has procured the English rights to it, as well as the American, and will produce it in London, in the Spring of 1910, subsequent to her American tour. Seats are now selling.

GERMANIA HALL TONIGHT.

Everybody who wants a good time will surely go to Germania hall this evening to attend the 25th anniversary concert and dance of the Wortham Sick and Death Benefit fund. An excellent concert program has been arranged including songs by Joseph Wieler and there and selections by the three leading German singing societies, while a first class orchestra has been secured for the dancing that is to follow and to last until an early hour the next morning. It will surely be a grand good time.

Does not Color the Hair

Ayer's Hair Vigor is composed of Sulphur, Glycerin, Quinia, Sodium Chloride, Capsicum, Sage, Alcohol, Water, Perfume. Show this to your doctor. Ask him if there is a single injurious ingredient. Ask him if he thinks Ayer's Hair Vigor, as made from this formula, is the best preparation you could use for falling hair, or for dandruff. Let him decide. He knows.

J. C. Ayer & Co., Lowell, Mass.

LAST RITES BENEATH CAR

Priest Performs Them for a Little Girl
Crushed to Death by the Wheels.

Jersey City, Oct. 21.—Ten year old Annie Wojcikowski of 76 Essex st., skipped out of St. Peter's parochial school in York street this city, at 3 o'clock yesterday afternoon with her books under arm and joined a group of small schoolmates who were passing in front of an itinerant photographer's camera. She smoothed out the wrinkles in her frock, tucked some strands of loose hair behind her ears and then looked solemn.

The "picture man" clicked his machine, shouldered his tripod and walked off and little Annie started to go home with her younger sister to see if her mother wouldn't let her buy one of the "lovely pictures." She walked around the corner to Grand street and was crossing the trolley tracks in front of St. Peter's College when a westbound Plainroad car on its way to Newark in charge of Motorman Philip McGee ran her down. She disappeared under the fender and was killed by the forward wheels.

The Rev. Father Thomas Keany, priest of St. Peter's Church, saw the accident from one of the college windows and ran out. He was joined by Rev. Father Mearns, president of the college. A newspaper reporter lifted the fender and Father Keany kneeling under the forward end of the car, administered extreme unction to the little girl. Grand street is a busy trucking thoroughfare and several teamsters jumped off their wagons and crisscrossed around the car with shrieks of badly frightened children. The drivers pulled off their caps the moment they saw the priests and reverently dropped to their knees as the last rites of the Church were performed.

The solemn ceremony was broken by the sobbing of many children. When at last the crowd of young men, including several of St. Peter's College students, said harsh things to the motorman and somebody telephoned to the city hall station for reserves. The cops came in a hurry and arrested the motorman on a charge of manslaughter. The body of the girl was taken home.

TEN DAYS OF BIRTHDAY.

Ten Days of Unusual Value Giving at Moss & Krieger's.

The Moss & Krieger store is 18 years old, and is celebrating the event in a fitting manner. From October 20 until October 31 there will be phenomenal offerings in every department of the store. In order to show our thankfulness for your appreciation, we've lowered prices far below the ordinary plane, and as this is a colder weather season, you may save sharply upon everything every member of the family wears, and upon many of the needed house-furnishings as well. Open a charge account and have the needed wearing apparel now. Use a charge account plan, that has been tested and tried, and has not been found wanting. Ours is such a plan. For 18 years this plan has been in operation in Bridgeport, and needless to say, successfully, when you consider the fact that there are at the present time 15,000 active accounts upon our books. We've developed the charge account plan to a high state of perfection—developed it to a state where it best fits the needs of Bridgeport people, because our long experience has given us a knowledge of their needs—hence, our plan is best suited to them. There isn't a better plan in the whole year to test the merits of our modern charge account plan—prices are lower, and stocks are now at top fullness. Note the alluring array of bargains in our advertisement in this paper—birthday specials. You not only save a large percentage of cost by making selections now, but also secure the best possible terms of payment. Nothing succeeds like the Moss & Krieger birthday sales, more brilliant this year than ever before. Come and join the large and happy hosts of birthday sale shoppers. Come today—come every day—and save money! Moss & Krieger—the "Stratfield" is just opposite our store.

SUICIDE WITH GAS.

Winsted, Oct. 21.—Miss Alice Blewett, 15 years old, daughter of Mrs. George B. Owen, committed suicide at her home yesterday afternoon by inhaling gas. The cause is a mystery, and following as it does, within a few weeks the marriage of her mother, Mrs. Harriet M. Blewett, a nurse, 35 years of age, to George B. Owen, 35 years old, one of Winsted's most respected, wealthy residents, has caused a sensation. The girl, who was keeping house while her mother is in Arlington, N. J., ate dinner with the other members of the family at noon and then retired to her room. The others had noticed nothing unusual about her actions.

Shortly after 5 her youngest sister returned from school and detected the smell of gas. Receiving no reply to her call the little girl ran to the factory of the Gilbert Clock Company and informed an older sister employed there of the situation. Returning with her, the older girl found the door of Alice's room locked and immediately broke it open. The room was filled with gas which was flowing from an open jet and the lifeless body of the girl, fully clothed, lay on the bed.

The reclamation of the overflooded and swamp lands of the United States, it is estimated, would add at least \$700,000,000 to the National assets, for there are more than 70,000,000 acres of such lands, the great majority of which would be made productive.

YOUNG CHILD'S BODY FOUND IN WATER

Groton, Oct. 21.—The badly decomposed body of a young child was found floating below Eastern Point in the Thames river yesterday. Around the body was wrapped part of a woman's garment and a Norwich paper bearing the date of August 12. The coroner will investigate.

The D. M. Read Co.

Established 1857.

Solid Gold Jewelry.

Sleeve Links, Locketts, and Fobs

By a particularly happy chance we have come into possession of a line of Gold Jewelry, Sleeve Links, Locketts, and Ribbon Fobs with gold mountings. In the majority of these pieces are small diamonds, in every case quite genuine, small, but brilliant and sparkling little stones. We have much pleasure in offering our customers these tempting values.

Sleeve Links in about a dozen designs, set with diamonds, worth at actual value from \$10.00 to \$15.00 at \$5.00

Gold Locketts with diamond settings, a variety of designs, worth from \$10.00 to \$25.00, for \$6.00, \$8.00, \$9.50, \$12.00, and \$15.00

Ribbon Watch Fobs with solid gold mountings, pendants and seals ready for cutting, for \$2.50, \$5.00, and \$7.50

At the front of the Jewelry Section.

Dress Goods Reduced in Price.

400 Yards of Striped Serge, value 75 cts., for 59 cts.

Very good Suiting Serge, good colorings, for suits and skirts, the width 42 inches.

A second lot, from 42 to 44 inches wide, worth \$1.00, at 89 cts.

Novelty Serges, a few pieces and portions of pieces, 50 inches wide, which were \$1.50, for \$1.25 a yard.

Colored Dress Goods Section.

Children's Fine Underwear.

A very reliable kind made by the American Hosiery Co., containing eighty per cent. wool, soft, warm, and unshrinkable.

\$1.00 a garment, in all sizes

Finer grades, full-fashioned, for size 20, \$1.00, and an increase of 10 cts. as sizes increase.

About Furs.

As announced yesterday, our Fur Department is in readiness. We wish especially to draw attention to the lines of Fur Coats, long Coats of Near Seal, Caracul, and Russian Pony, for motor and carriage wear.

Neck Furs and Muffs for street wear, in Mink, Black Fox, Baum Marten, Raccoon, and Brown Marten. Models of the latest Shawl Collars in various sizes and lengths.

The D. M. Read Co.

Radford B. Smith

1072 Main St. DEPARTMENT STORE. 89 Fairfield Av.

"THE STORE TO FIND SCARCE ARTICLES"

COUPON GOOD
FRIDAY, OCT. 22

Two kinds
ROLLER SKATES
for Children, with
coupon
25c

Have You Bought AT A Van Dyk Store?

There is a branch near you! and really it's well worth while

60c Tea for 35c the lb

35c Coffee for 25c the lb

Direct trading makes it possible

QUALITY HIGH

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100 Branches in 27 Cities

Miniature Novelties free this week

WE HAND YOU OUR MONEY \$10 AND UPWARDS WITHOUT DELAY.

This is a pretty broad statement but a call at our office will convince you of the truth of our statements. We are not disparaging other concerns in this line but we know that the

Time, Thought and Attention we have given

OUR SYSTEM

must produce better methods and accommodations for the borrowing public than the ordinary, old style plan of loaning money.

AMERICAN
LOAN ASSN.
29 FAIRFIELD AVE.
Over EVERETT FARM

MONEY TO LOAN

\$10 and Upwards

FURNITURE LOANS TO

HOUSEKEEPERS

Positively confidential. Our rates

Lowest in Bridgeport

Are your FALL BILLS a worry?

If so, we will give you enough

to pay them off. Call at once,

write or phone 1384.

HOUSE-OLD LOAN CO.

300 MEIGS BLDG.

CHRISTMAS BUYING

has already begun here. We have

the goods and patrons are having

articles laid aside by placing a small

deposit on the article.

See Our Holiday Stock

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Jewelry Store, 9 Arcade

S. Silverthau & Sons

Established 1846

Importers of

DIAMONDS AND

WATCHES

780 CHAPEL ST., NEW HAVEN

Please send us a postal card

and our Mr. Phil Silverthau will

call on you. He is in Bridge-

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PUBLIC AUCTION

OCT. 29, AT 2 P. M.

4-Family House, 34-40 Tom

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AUCTIONEERS

CORRECT STYLES
FOR
COMFORT FEET
AND
COST SMALL

This is what you get at the
MONEY SAVING SHOE SHOP

WOMEN'S SAMPLE SHOES

Do you want to save from \$1.00 to \$2.00 on each pair. Read on. Get Busy

Regular \$3.00, \$4.00 and \$5.00 values in Patent, with cloth or leather tops, dull black and Vici kid leathers, short vamps, Button and Blucher cuts. Every size and width at

\$2.00 \$2.50 \$2.65

McElwee's Sample Shoe Shop

Main, Cor. Golden Hill Over Mohican Co.
JERRY D. SHEAHAN, Mgr. Elevator

Gas Engines Humphrey Arc Lamps Ruud Water Heaters

FACTORY APPLIANCES
THE BRIDGEPORT GAS LIGHT CO.
799-803 MAIN ST.

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WE INVITE INSPECTION OF OUR ASSORTMENT, QUALITY AND STYLE

W. E. HALLIGAN

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We Sell BAY STATE RANGES

IT IS AN ABLE RANGE FOR A LITTLE MONEY

We want you to see these stoves before buying. We know there is none better. The equipment of these stoves includes Cold Air Choke, Sectional Ring Cover, Towel Dryer, Heat Indicator, Detachable Nickel, Stamped Door Lining, Oven Door Pedal, Nickel Lifter, Oven Food Rake, Reinforced Centers, Summer Cover, Damper, The Grates are plain, Dockash and Triangular.

N. BUCKINGHAM & CO., Inc.

Est. 1842 177 State Street.

You Would Enjoy a Week-end Trip In The Berkshire Hills.

Country life in the Berkshires puts vim and vigor into a man. You are 1,000 feet or more above the sea. You breathe a dry, bracing atmosphere that makes the blood dance like wine in your veins.

Plenty of good places to stay. The accommodations that are offered you at Berkshire Hills farmhouses and boarding cottages are ever so much better than the average, and you are charged surprisingly little for such excellent fare. If you want more luxurious accommodations there are magnificent hotels at Pittsfield, Lenox, Great Barrington, Lee, Stockbridge and Sheffield that offer you every convenience that can possibly minister to your pleasure and comfort.

Send for illustrated book, "In the Berkshire Hills." It's free. Write A. B. SMITH, G. P. A., Room 195, New Haven, Conn.

NEW YORK, NEW HAVEN & HARTFORD RAILROAD

Not Many Store-Sales Are Uninfluenced by Store-Advertising!

The store-sales to-day that are uninfluenced, directly or indirectly, by store-advertising will not have amounted to ten per cent. of the total business of the day. By the direct influence of advertising is meant the sales of articles specifically advertised. By the indirect influence of advertising is meant the articles sold that are not specifically advertised, but are displayed to the customers who are drawn to the store BY THE ADVERTISED ARTICLES. In the latter case, as surely as in the first, the advertising must be credited with the sale.

Observant merchants know that this is true. They should gain courage from the knowledge to strengthen their advertising campaigns to the point of matching their store-hopes and plans.